In today's rapidly evolving business landscape, the digital realm has become a cornerstone of marketing strategy. Digital marketing, also known as online marketing or internet marketing, has revolutionized the way businesses connect with their audience and promote their products and services. This dynamic and ever-expanding field encompasses a wide range of tactics and channels, leveraging the power of the internet to reach and engage with consumers. From search engine optimization (SEO) and social media marketing to email campaigns and pay-per-click advertising, digital marketing has reshaped the marketing landscape by offering new opportunities and challenges for businesses seeking to thrive in the digital age.

The 2024 edition of the WLA/EL Marketing seminar (February 5–6) explores the fundamentals of digital marketing, its significance in today's lottery world, and the key strategies that drive its success.

The 2024 WLA/EL Marketing seminar runs ahead and partially in parallel with ICE London – Find out more here.

WHO SHOULD ATTEND?
Advertising-, Marketing-, Sales-Managers, Product & Brand Managers, Retail Experts, Digital Experts, CEO/COO/CFO.

WHEN?
The seminar will start on Monday, February 5, 2024 with a welcome lunch and end on Tuesday, February 6 at around 15:30.

WHERE?
Shaw Theatre and Pullman Hotel London St Pancras
(100–110 Euston Road, NW1 2AJ, London, UK)
(Airport) Transfers are not organised.

ACCOMMODATION
Participants are requested to book their own accommodation. Options include the Pullman Hotel London St Pancras directly, where you may wish to take advantage of our preferred rate for the nights 4, 5 & 6 February (limited availability) by indicating our reservation code (indicated in the invitation email and in the web form together with the contact details) when making your booking.

Please note that to obtain the preferred rate, the rooms are to be **pre-paid upon reservation, and are non-cancellable, non-amendable and non-refundable.** Availability on a first come, first serve basis.

Other hotels close to the Shaw Theatre, are for example:

- Premier Inn London Euston Hotel
- Premier Inn London St Pancras
- Travelodge London Central Euston

COSTS

WLA/EL Lottery Members	**2'150. – EUR ex. VAT**
WLA/EL Associate Members	**2'300.– EUR ex. VAT**
Non WLA/EL Members *(upon approval by the organisers)*	**3'150.– EUR ex. VAT**

The fee includes participation in the seminar (5–6 February). ***The fee does not include hotel accommodation.***

REGISTRATION
Please confirm your attendance to the EL Secretariat no later than **January 19, 2024** by registering online through the EL website. A confirmation will be sent to you upon receipt of your registration, together with the invoice.

WLA WORLD LOTTERY ASSOCIATION
THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY